ONLINE ADVERTISING SPECS
AUTOMOTIVE – AFTERMARKET

TEN — THE ENTHUSIAST NETWORK™

ONLINE ADVERTISING SPECS **STANDARD UNITS**

AD SIZES:	300x600:	75kb.
	300x250, 728x90:	50kb.
	970x90:	50kb.
	TSS:	15kb (Cannot be animated).

FILE TYPES: JPG, GIF, Flash, HTML.

MAX LOOPS: 3 Loops (15 seconds per loop).
Ads submitted cannot loop more
than 3 times.

FLASH VERSIONS ACCEPTED: 8 or below.

NOTES FOR FLASH CREATIVES: For click tracking and redirect purposes,
we will need the following "get URL code"
embedded within the FLA file and have the
exported SWF sent to us. Back-up GIFs should
be supplied with the SWF files and be under
50kb in file size.

CLICK TAGS FOR FLASH (case sensitive):
```
on (release) {
getURL (_level0.clickTag,"_blank");
}
```

ONLINE ADVERTISING SPECS **RICH MEDIA UNITS**

We accept all DART-supported forms of rich media including the following:
Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

EXPANDABLE SIZE MAX (click to expand):

INITIAL SIZE	EXPANDED SIZE	EXPANSION DIRECTION
160x600	320x600	Homepage: Left
		Other pages: Right
300x250	450x250	Left
300x600	450x600	Left
728x90 (top)	728x180	Downwards
728x90 (bottom)	728x180	Upwards
970x90	970x180	Downwards

CLOSE METHOD:	click or roll off.
PINNING:	we allow pinning, there must be a prominent "close" button.
INITIAL FILE SIZE:	50kb.
MAXIMUM FILE SIZE, EXPANDED STATE:	100kb.
CLOSE BUTTON:	required.
INITIAL ANIMATION:	15 seconds.
MAX LOOPS:	3 loops (15 seconds/loop).
VIDEO:	non-user initiated.
AUDIO:	user initiated.
MAX VIDEO/AUDIO LENGTH:	15 seconds.
AUDIO/VIDEO BUTTONS REQUIRED:	Play, Stop, Pause, Mute, Restart.

(!) **PLEASE MAKE SURE ALL ADS ADHERE TO CHECK-LIST ABOVE OR THEY WILL NEED TO BE RE-SUBMITTED.**